

What Industries are looking for in a Data Scientist

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Data Science Promise

Ultimate Goal :

To use data and advanced analytics to solve business problems thereby adding value and improving overall business performance.

How do we disrupt the industry or disrupt ourselves?

How do we win with predictive analytics?

How do we drive innovation?

How do we challenge our workforce's mindset through insights?

Which products/services will give us the competitive advantage we need?

How do we become agile with increasing regulation and changing customers needs?

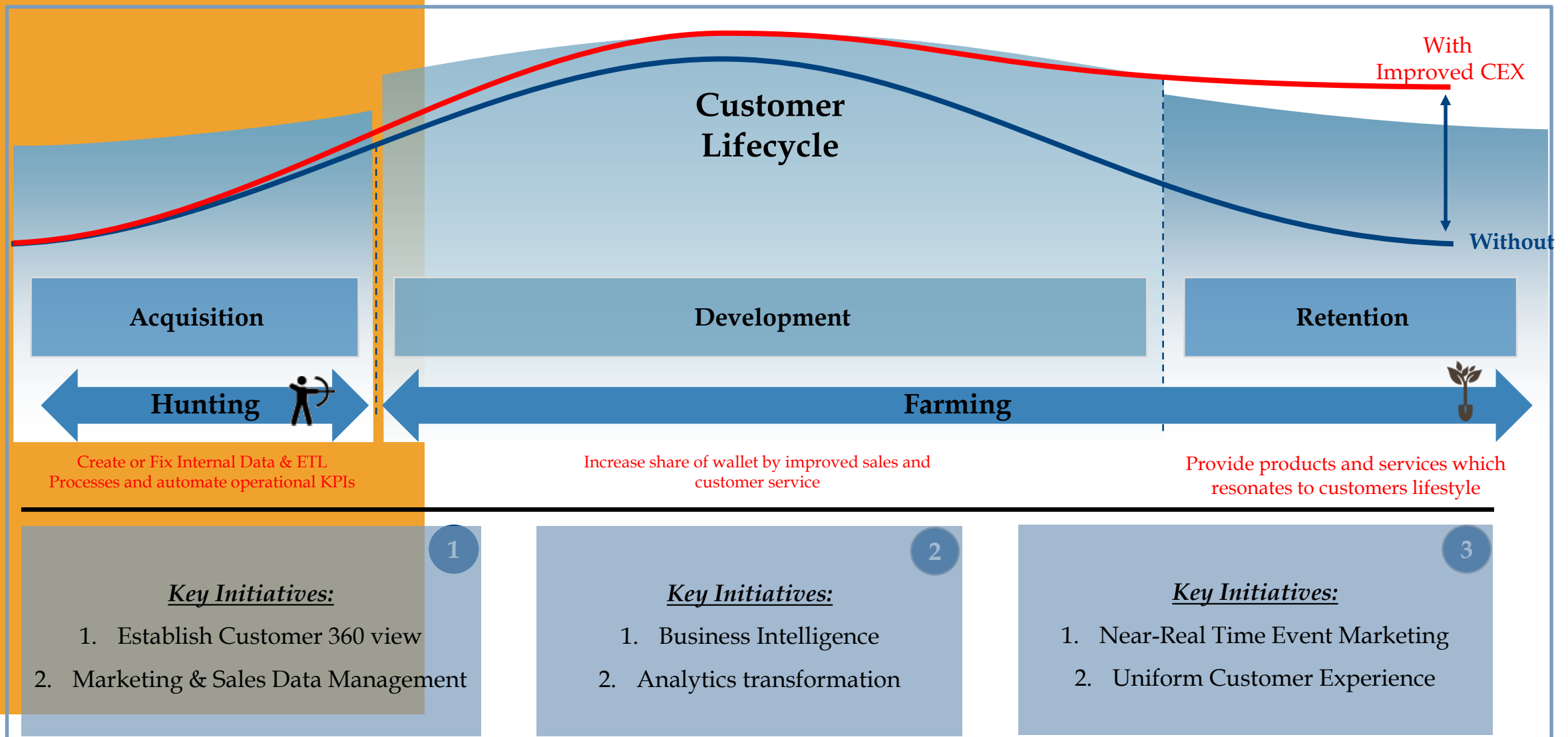
Data Science Promise

- Enable Data Driven Decision Making
- Augmenting existing data with other data points to extract actionable insights, opportunities and target groups.
- Identifying trends, transformative opportunities & issues that would otherwise remain hidden and addressing them
- Quantifying success and ROI, evaluation of actions and tracking key metrics

Results:

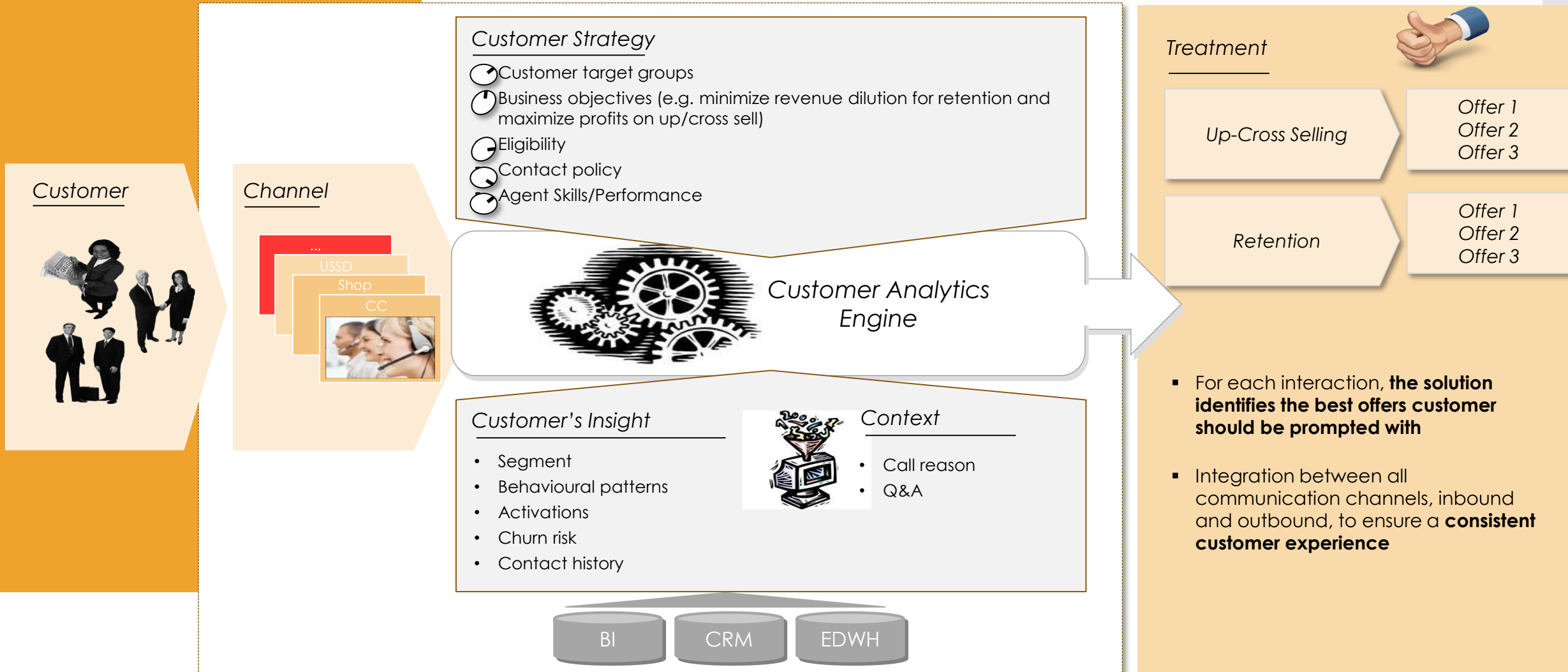
- Business transformation
- Improved revenue
- Reduced Cost
- Improved customer experience
- Product development
- Increased business agility

A Typical Customer Journey with Data Analytics versus “without Data Analytics”



Integration of Data & Advanced Analytics

Integration of Data and application of analytics “enables sales through service” providing identified touch points (customer care, USSD, SMS) with a sales recommendation solution to drive additional revenues and increase customer satisfaction and loyalty.



Proof of Value: Case Study #1

Telco A boosts data bundle sales by 50% and cuts out-of-bundle usage by 520% with the adoption of Analytics

THE PROBLEM

When Mobile Prepaid customers' data bundles expired or were depleted, the CSP could only send generic alerts from their billing platform, often received after the event. These customers would then, unknowingly, move to higher out-of-bundle rates.

THE PAIN

When data bundles depleted or expired, there were high out-of-bundle charges, causing bill shock, dissatisfaction and churn.

THE GOAL

The CSP wanted to:

- Interact with customers before they went out-of-bundle
- Make personalised real-time offers
- Make offers redeemable via a USSD short code
- Reduce out-of-bundle usage & churn
- Increase data bundle sales

THE RESULTS

+50%
data bundle sales

-520%
penalty usage

440_{ms}
journey time

Proof of Value: Case Study #2

Telco B boosts prepaid NIR per customer & drives low cost channel recharges in an ultra-competitive market with advanced Analytics

THE PROBLEM

When customers' monthly Mobile Prepaid plans expired:

- All services terminated expect for receiving calls
- Many customers didn't recharge then or at all
- Revenue is lost every day customers are "de-active" without credit

THE PAIN

Existing systems couldn't ingest the volume of data or generate the variety or complexity of offers needed. An enterprise-wide infrastructure upgrade was planned however it would be 2 years before the Prepaid Mobile business would even know if it delivered what it needed.

THE GOAL

The CSP wanted to:

- Reduce the number of 'de-active' customers
- Upsell valuable ones and increase their value
- Retain lower value ones with more optimal offers
- Move the majority of customers to self-service recharge channels
- Stimulate Prepaid revenue in a shrinking market
- Achieve this quickly, without impacting current or planned IT infrastructure

THE RESULTS

1.5%

NIR after 4 months

100_k

contacts per day

50%

contacts promoting LCR

Proof of Value: Case Study #3

Telco C doubles offer acceptance rates & increases ARPU by 25% in just 8 weeks within going live on Advanced Analytics solutions

THE PROBLEM

In a competitive, deal-seeking, multi-SIM market, when Mobile Prepaid customers needed a recharge, it was just as easy to swap SIMs and check offers from a major competitor.

THE PAIN

Existing systems couldn't make tailored offers. As a result the CSP was cannibalising its own revenue and losing market share to the same competitor, who could tailor its offers.

THE GOAL

The CSP wanted to:

- Reduce customer churn
- Tailor offers so it didn't cannibalise existing revenue
- Use a smarter channel than SMS for a better and more interactive customer experience
- Increase revenue per customer

THE RESULTS

25%
ARPU increase

35%
purchase

2x
acceptance rates

Practical Ways To Position Yourself For Success

Embrace Sponsorship

Get involved early

Collaborate

Champion the capabilities you require to operate

Seek & Incorporate domain expertise as often as possible

Communicate and share insights ASAP

Understand the culture

Be Flexible!